

Message Text

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TO ALL AMERICAN REPUBLIC DIPLOMATIC POSTS PRIORITY

AMCONSUL BELIZE

AMCONSUL CURACAO PRIORITY

AMEMBASSY NASSAU PRIORITY

AMCONSUL PARAMARIBO PRIORITY

USCINCSO PRIORITY

UNCLAS STATE 163431

INFORM CONSULS

E.O. 11652: N/A

TAGS: BEXP, XM

SUBJ: U.S. EXHIBITION, INTERNATIONAL AEROSPACE SHOW, SAO PAULO,
BRAZIL, SEPTEMBER 14-23, 1973.

FOR COMMERCIAL AND USIS OFFICERS

1. SUMMARY AND PURPOSE: THIS MESSAGE IS INTENDED TO GENERATE
MAXIMUM
PUBLICITY AND ATTENDANCE FOR ABOVE AEROSPACE SHOW AND TO
DISSEMINATE PRODUCT INFORMATION ON CERTAIN AMERICAN COMPANIES
PARTICIPATING IN THE SAO PAULO EVENT TO POTENTIAL LICENSEES,
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AGENTS, DISTRIBUTORS AND BUYERS THROUGHOUT LATIN AMERICA.

2. BACKGROUND: SHORTLY AFTER THE BRAZILIAN GOVERNMENT IN 1973
HAD ANNOUNCED ITS INTENTION OF SPONSORING AND LENDING SUPPORT
TO AN INTERNATIONAL AEROSPACE SHOW, THE FIRST OF ITS TYPE IN

LATIN AMERICA, THE BUREAU OF INTERNATIONAL COMMERCE SELECTED THIS SHOW, ENTITLED "AEROSPACE, GATEWAY TO LATIN AMERICA", AS A MAJOR 1973 PROMOTIONAL EVENT. PROCUREMENT BY THE BUREAU'S OFFICE OF INTERNATIONAL MARKETING WAS BEGUN IN JANUARY 1973. BY MID JULY OF 1973, SOME 58 LEADING AEROSPACE COMPANIES AND THE FEDERAL AVIATION ADMINISTRATION HAD CONTRACTED WITH DOC TO PARTICIPATE IN THE U.S. EXHIBITION AT SAO PAULO. OF THIS TOTAL 32 ARE NEW TO THE BRAZILIAN MARKET AND FEATURE A BROAD ARRAY OF AEROSPACE SYSTEMS, EQUIPMENT AND ACCESSORIES MUCH OF WHICH HAS NOT BEEN EXHIBITED IN LATIN AMERICA BEFORE. MANY OF THESE "NEW-TO-MARKET" COMPANIES ARE SEEKING REPRESENTATION THROUGHOUT LATIN AMERICA IN FORMS OF AGENTS, LICENSEES, DISTRIBUTORS OR JOINT VENTURES. IN TERMS OF INCREASED MARKETING OPPORTUNITIES FOR THE U.S. AEROSPACE INDUSTRY, BRAZIL'S SIZE (COMPARABLE TO THE CONTINENTAL U.S.), ITS RELATIVELY LARGE POPULATION OF APPROXIMATELY 100 MILLION, AND THE DEFICIENCIES OF ITS TERRESTRIAL COMMUNICATIONS AND TRANSPORTATION SYSTEMS MAKE AIR TRAVEL AN IMPORTANT ELEMENT IN THE COUNTRY'S PLANS FOR NATIONAL INTEGRATION AND ECONOMIC DEVELOPMENT. THE BRAZILIAN GOVERNMENT IS COGNIZANT OF THE FACT THAT TO SUSTAIN BRAZIL'S ACCELERATED PACE OF ECONOMIC GROWTH, A GREATLY IMPROVED COMMUNICATIONS AND TRANSPORTATION SYSTEM IS REQUIRED, AND THAT AVIATION CAN MOST READILY MEET THAT REQUIREMENT. BRAZIL'S IMPORTS OF AEROSPACE HARDWARE, TECHNICAL SERVICES AND SYSTEMS ARE ESTIMATED TO HAVE GROWN FROM DOLS 227 MILLION IN 1967 TO DOLS 272 MILLION IN 1972 WITH AN EXPENDITURE RATE EXPECTED TO GROW BY NEARLY 20 PERCENT ANNUALLY OVER THE NEXT THREE YEARS. THE U.S. SHARE OF THE BRAZILIAN MARKET PRESENTLY AMOUNTS TO 39 PERCENT HAVING DROPPED FROM 48 PERCENT SINCE 1967 AS THE RESULT OF GREATLY INCREASED FOREIGN SALES OF DEFENSE RELATED EQUIPMENT TO BRAZIL.

3. TECHNICAL CONFERENCE: IN CONJUNCTION WITH THE SAO PAULO SHOW THE U.S. DOC IS SPONSORING A TECHNICAL CONFERENCE UNDER THE THEME: "AVIATION: A TOOL FOR ECONOMIC DEVELOPMENT". THE CONFERENCE WILL BE PRESENTED SEPTEMBER 18, 19, 20 AND WILL FEATURE APPROXIMATELY 30 U.S. AND LATIN AMERICAN SPEAKERS REPRESENTING ALL FACTORS OF THE AEROSPACE INDUSTRY. THE CONFERENCE WILL BE COORDINATED AND MONITORED BY THE ELECTRONIC INDUSTRIES ASSOCIATION.

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4. MARKET PROMOTION: DURING THE WEEKS PRIOR TO THE SAO PAULO EVENT, THE OFFICE OF INTERNATIONAL MARKETING, AND THE DIRECTOR OF THE U.S. EXHIBITION AND HIS STAFF IN SAO PAULO ARE UNDERTAKING A MARKET PROMOTION CAMPAIGN THROUGHOUT LATIN AMERICA. THIS CAMPAIGN IS DESIGNED TO ATTRACT KEY BUYERS, EXECUTIVES, IMPORTERS, DISTRIBUTORS TO THE U.S. EXHIBITION "AEROSPACE '73" AND IN SO DOING COMPLEMENT LATIN AMERICA - WIDE BRAZILIAN GOVERNMENT PROMOTION EFFORTS. METHODS OF SOLICITING MAXIMUM ATTENDANCE INCLUDE AN INTENSE, BUT SELECTIVE DIRECT MAIL CAMPAIGN ALONG WITH PERSONAL CALLS ON INDUSTRIAL AND TRADE EXECUTIVES AND PROMOTIONAL EFFORTS IN APPLICABLE TRADE MEDIA. ANOTHER MAJOR FEATURE WILL BE A SPECIALLY TAILORED PROGRAM TO LOCATE, INFORM AND ATTRACT PROSPECTIVE AGENTS, DISTRIBUTORS AND LICENSEES FOR FIRMS

SEEKING REPRESENTATION.

THE FIVE MAJOR PRODUCT CATEGORIES OF MANUFACTURES AND SYSTEMS
TO BE FEATURED BY THE 59 EXHIBITORS ARE AS FOLLOWS:

AIRPORT EQUIPMENT:

AIR TRAFFIC CONTROL EQUIPMENT
AIRCRAFT GROUND EQUIPMENT
PASSENGER CLEARANCE SYSTEMS
AIR FREIGHT SYSTEMS
NAVIGATIONAL EQUIPMENT
COMMUNICATIONS AND FLIGHT SAFETY EQUIPMENT
EDP SYSTEMS
MAINTENANCE SYSTEMS

AIRBORNS EQUIPMENT:

RADIO NAVIGATION SYSTEMS
AIRCRAFT INSTRUMENTS
ELECTRONIC EQUIPMENT
LANDING GEAR, WHEELS AND BRAKES
OTHER INSTRUMENTS, ESPECIALLY AERIAL SURVEY AND REMOTE SENSING
EQUIPMENT

FIXED WING AIRCRAFT:

LARGE COMMERCIAL AIRCRAFT
TWIN AND SINGLE ENGINE LIGHT AIRCRAFT
MILITARY AIRCRAFT
AGRICULTURAL AIRCRAFT

AIR BREATHING ENGINES:

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COMPLETE POWER UNITS

MANUFACTURING AND ASSEMBLY PLANTS AND EQUIPMENT
PARTS, ACCESSORIES, AND INSTRUMENTS FOR TESTING AND ANALYSIS

HELICOPTERS:

AIRCRAFT
MANUFACTURING AND ASSEMBLY PLANTS
PARTS AND ACCESSORIES

THE MAJOR END USER INDUSTRIES WHICH WILL BE THE PRIMARY TARGET
AUDIENCES DURING THE PRE-SHOW MARKET PROMOTION CAMPAIGN ARE:
OFFICIALS OF THE COMMERCIAL AIRLINES, CIVIL AND MILITARY GOVERN-
MENT OFFICIALS RELATED TO AEROSPACE INDUSTRY, AIR TAXI FLEETS OF
LATIN AMERICA, MILITARY PROCUREMENT OFFICERS, AIRPORT OFFICIALS,
EXECUTIVES OF THE AIR FRAME INDUSTRIES, COMMUNICATIONS EXPERTS,
AND OFFICIALS OF NATIONAL AND REGIONAL INTERIOR DEVELOPMENT
PROGRAMS.

5. THE PARTICIPATIONS LIST WHICH WILL BE MAILED APO TO ALL POSTS
8/14 INDICATES THOSE EXHIBITORS WHO ARE NEW TO MARKET AND THOSE
SEEKING REPRESENTATION.

6. ACTION REQUESTED: ACTION POSTS ARE REQUESTED TO PUBLICIZE
THIS PROMOTIONAL EVENT TO THE MAXIMUM EXTENT POSSIBLE BY ALL

AVAILABLE MEANS, PARTICULARLY FOR THOSE FIRMS SEEKING REPRESENTATIVES.

7. SUMMARY OF EXHIBITORS, AEROSPACE '73, SEPT. 14-23, 1973,

SAO PAULO, BRAZIL, DESIRING AGENT, DISTRIBUTOR, LICENSEE OR JOINT VENTURE ARRANGEMENTS.

AERO RESOURCES - (INTERESTED ALL CATEGORIES IN BRAZIL, ARGENTINA AND VENEZUELA)

AVIATION MATERIALS FUEL CELLS INC. - (AGENT, COLOMBIA AND DIRECT SALES ALL L.A.)

CHEMO-SERVICES - (AGENT OR DISTRIBUTOR IN ALL L.A.)

COMMUNICATIONS COMPONENTS - (AGENT OR DISTRIBUTOR, BRAZIL AND VENEZUELA)

EDO INTERNATIONAL - (AGENT OR DISTRIBUTOR IN ALL LATIN AMERICA)

EMR TELEMETRY - (AGENT OR DISTRIBUTOR IN BRAZIL, COLOMBIA OR VENEZUELA)

ELECTRONIC SPACE SYSTEMS CORP. - (AGENT OR DISTRIBUTOR IN ALL LATIN AMERICA)

E-SYSTEMS - (AGENT, LICENSEE OR JOINT VENTURE IN ALL L.A.)

GENERAL AVIATION ELECTRONICS - (DISTRIBUTOR IN ALL OF L.A.)

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GOERZ INLAND CO. - (AGENT IN ALL L.A. EXCEPT BOLIVIA, ECUADOR AND CHILE)

INFINETICS, INC. - (AGENT IN ALL L.A. EXCEPT BRAZIL AND MEXICO)

INTRATEK - (AGENT, DISTRIBUTOR, LICENSEE OR JOINT VENTURE IN ALL L.A.) NEW TO EXPORT

MOTOROLA - (AGENT IN ALL L.A. EXCEPT BRAZIL AND MEXICO)

POLY-ONICS, INC. - (AGENT IN ALL L.A.)

SEPCO DIVISION - (AGENT OR JOINT VENTURE IN BRAZIL OR COLOMBIA) CONNECTICUT INT'L CORP.

SMITH TOOL COMPANY - (AGENT IN BRAZIL AND VENEZUELA)

THE STANLEY WORKS - (DISTRIBUTOR IN ALL L.A. EXCEPT BRAZIL AND VENEZUELA)

TELEDYNE-RYAN AERONAUTICAL - (AGENT OR DISTRIBUTOR IN ALL L.A.)

TRANSEQUIP INC. - (DISTRIBUTOR IN ALL L.A.)

T.W. SMITH AIRCRAFT INC. - (AGENT OR DEALER IN ALL L.A.)

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